

PAPER-II MANAGEMENT

Signature and Name of Invigilator

1. (Signature) _____
(Name) _____
2. (Signature) _____
(Name) _____

OMR Sheet No. :
(To be filled by the Candidate)

Roll No.

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(In figures as per admission card)

Roll No. _____
(In words)

J 1 7 1 1

Time : 1 ¼ hours]

[Maximum Marks : 100

Number of Pages in this Booklet : 16

Number of Questions in this Booklet : 50

Instructions for the Candidates

- Write your roll number in the space provided on the top of this page.
- This paper consists of fifty multiple-choice type of questions.
- At the commencement of examination, the question booklet will be given to you. In the first 5 minutes, you are requested to open the booklet and compulsorily examine it as below :
 - To have access to the Question Booklet, tear off the paper seal on the edge of this cover page. Do not accept a booklet without sticker-seal and do not accept an open booklet.
 - Tally the number of pages and number of questions in the booklet with the information printed on the cover page. Faulty booklets due to pages/questions missing or duplicate or not in serial order or any other discrepancy should be got replaced immediately by a correct booklet from the invigilator within the period of 5 minutes. Afterwards, neither the Question Booklet will be replaced nor any extra time will be given.**
 - After this verification is over, the OMR Sheet Number should be entered on this Test Booklet.
- Each item has four alternative responses marked (A), (B), (C) and (D). You have to darken the oval as indicated below on the correct response against each item.
Example :

A	B	C	D
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where (C) is the correct response.
- Your responses to the items are to be indicated in the **Answer Sheet given inside the Paper I Booklet only**. If you mark at any place other than in the ovals in the Answer Sheet, it will not be evaluated.
- Read instructions given inside carefully.
- Rough Work is to be done in the end of this booklet.
- If you write your Name, Roll Number, Phone Number or put any mark on any part of the Answer Sheet, except for the space allotted for the relevant entries, which may disclose your identity, or use abusive language or employ any other unfair means, you will render yourself liable to disqualification.
- You have to return the test question booklet and OMR Answer sheet to the invigilators at the end of the examination compulsorily and must not carry it with you outside the Examination Hall.
- Use only Blue/Black Ball point pen.
- Use of any calculator or log table etc., is prohibited.
- There is no negative marks for incorrect answers.

परीक्षार्थियों के लिए निर्देश

- पहले पृष्ठ के ऊपर नियत स्थान पर अपना रोल नम्बर लिखिए ।
- इस प्रश्न-पत्र में पचास बहुविकल्पीय प्रश्न हैं ।
- परीक्षा प्रारम्भ होने पर, प्रश्न-पुस्तिका आपको दे दी जायेगी । पहले पाँच मिनट आपको प्रश्न-पुस्तिका खोलने तथा उसकी निम्नलिखित जाँच के लिए दिये जायेंगे, जिसकी जाँच आपको अवश्य करनी है :
 - प्रश्न-पुस्तिका खोलने के लिए उसके कवर पेज पर लगी कागज की सील को फाड़ लें । खुली हुई या बिना स्टीकर-सील की पुस्तिका स्वीकार न करें ।
 - कवर पृष्ठ पर छपे निर्देशानुसार प्रश्न-पुस्तिका के पृष्ठ तथा प्रश्नों की संख्या को अच्छी तरह चेक कर लें कि ये पूरे हैं । दोषपूर्ण पुस्तिका जिनमें पृष्ठ/प्रश्न कम हों या दुबारा आ गये हों या सीरियल में न हों अर्थात् किसी भी प्रकार की त्रुटिपूर्ण पुस्तिका स्वीकार न करें तथा उसी समय उसे लौटाकर उसके स्थान पर दूसरी सही प्रश्न-पुस्तिका ले लें । इसके लिए आपको पाँच मिनट दिये जायेंगे । उसके बाद न तो आपकी प्रश्न-पुस्तिका वापस ली जायेगी और न ही आपको अतिरिक्त समय दिया जायेगा ।**
 - इस जाँच के बाद OMR पत्रक की क्रम संख्या इस प्रश्न-पुस्तिका पर अंकित कर दें ।
- प्रत्येक प्रश्न के लिए चार उत्तर विकल्प (A), (B), (C) तथा (D) दिये गये हैं । आपको सही उत्तर के दीर्घवृत्त को पेन से भरकर काला करना है जैसा कि नीचे दिखाया गया है ।
उदाहरण :

A	B	C	D
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जबकि (C) सही उत्तर है ।
- प्रश्नों के उत्तर केवल प्रश्न पत्र I के अन्दर दिये गये उत्तर-पत्रक पर ही अंकित करने हैं । यदि आप उत्तर पत्रक पर दिये गये दीर्घवृत्त के अलावा किसी अन्य स्थान पर उत्तर चिह्नानंकित करते हैं, तो उसका मूल्यांकन नहीं होगा ।
- अन्दर दिये गये निर्देशों को ध्यानपूर्वक पढ़ें ।
- कच्चा काम (Rough Work) इस पुस्तिका के अन्तिम पृष्ठ पर करें ।
- यदि आप उत्तर-पुस्तिका पर नियत स्थान के अलावा अपना नाम, रोल नम्बर, फोन नम्बर या कोई भी ऐसा चिह्न जिससे आपकी पहचान हो सके, अंकित करते हैं अथवा अभद्र भाषा का प्रयोग करते हैं, या कोई अन्य अनुचित साधन का प्रयोग करते हैं, तो परीक्षा के लिये अयोग्य घोषित किये जा सकते हैं ।
- आपको परीक्षा समाप्त होने पर प्रश्न-पुस्तिका एवं OMR उत्तर-पत्रक निरीक्षक महोदय को लौटाना आवश्यक है और परीक्षा समाप्ति के बाद उसे अपने साथ परीक्षा भवन से बाहर न लेकर जायें ।
- केवल नीले/काले बाल प्वाइंट पेन का ही इस्तेमाल करें ।
- किसी भी प्रकार का संगणक (कैलकुलेटर) या लाग टेबल आदि का प्रयोग वर्जित है ।
- गलत उत्तरों के लिए कोई अंक काटे नहीं जाएँगे ।

**MANAGEMENT
Paper – II**

Note : This paper contains **fifty (50)** objective type questions, each question carrying **two (2)** marks. Attempt **all** the questions.

1. In the case of an inferior commodity, the income elasticity of demand is
(A) Positive (B) Unitary
(C) Negative (D) Infinity
2. The slope of the iso-cost line is determined by
(A) Prices of the two factors
(B) Productivity of the two factors
(C) Degree of substitutability of the two factors
(D) None of these
3. Which one of the following statements is correct or more nearly correct ?
(A) An increase in the price of commodity represents a fall in its value
(B) Value has nothing to do with the price
(C) If the price of a commodity falls, its value relative to other goods does not change
(D) The price of a good is its value measured in terms of money
4. The important macro-economic aggregates are
(A) Aggregate Consumption
(B) Gross Domestic Capital Formation
(C) Gross Domestic Savings and GNP
(D) All of the above

5. Match the following

List – I

List – II

- | | |
|---|------------|
| I. For a given 10 per cent change in price, demand changes by zero per cent | 1. $e > 1$ |
| II. For a given 10 per cent change in price, demand changes by 5 per cent | 2. $e = 1$ |
| III. For a given 10 per cent change in price demand changes by 10 per cent | 3. $e < 1$ |
| IV. For a given 10 per cent change in price, demand changes by 20 per cent | 4. $e = 0$ |

Code :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 3 | 1 | 2 | 4 |
| (B) | 4 | 3 | 2 | 1 |
| (C) | 1 | 2 | 3 | 4 |
| (D) | 2 | 3 | 1 | 4 |

6. Long – lasting beliefs about what is important in a variety of situations, that guide our decisions and actions are :
(A) values
(B) ethical dimensions
(C) priorities
(D) desires

7. Figure – Ground Theory explains the process of
 (A) Cognition (B) Sensation
 (C) Perception (D) Motivation
8. Successive re-inforcements resulting in desired behaviour are
 (A) mentoring
 (B) motivation
 (C) shaping
 (D) behaviour-modification
9. Psychological contract is related to
 (A) job – person fit
 (B) role – person fit
 (C) organisation – person fit
 (D) none of the above
10. Equity is called as
 (A) equality of all
 (B) standard performance
 (C) comparative sense of justice to self
 (D) none of the above
11. The distinction between ‘job enrichment’ and ‘job enlargement’ is
 (A) semantics
 (B) ‘job enrichment’ is vertical loading while ‘job enlargement’ is horizontal loading
 (C) ‘job enrichment’ is the outgrowth of Herzberg’s theory while ‘job enlargement’ is of Maslow’s orientation.
 (D) ‘job enrichment’ is more for the individual and the other is more of organisation making
12. In ‘delegation’
 (A) Only authority is delegated not responsibility
 (B) Both authority and responsibility are delegated
 (C) Only responsibility is delegated, not authority
 (D) Neither responsibility, nor authority is delegated
13. Cross-functional groups that operate across space, time and organisational boundaries with members who communicate mainly through information technologies are
 (A) telecomputers
 (B) virtual teams
 (C) teleworkers
 (D) telemarketers
14. Career resilience means
 (A) Ability to switch careers
 (B) Ability to remain with same competencies refining suitably for organizations
 (C) Lack of capacity to remain in career
 (D) None of the above
15. Lock out means
 (A) An antithesis of strike
 (B) Refusal to employ any person in employment
 (C) the temporary closing of a place of employment
 (D) Illegal strike

16. Which is the task of a finance manager ?
- (A) Investment decision
 (B) Dividend decision
 (C) Management of income
 (D) All of the above
17. Which method of capital budgeting focuses on liquidity of a project ?
- (A) Net present value
 (B) Profitability index
 (C) Payback period
 (D) Internal rate of returns
18. Which statement is true about deep discount bonds ?
- (A) These are in the form of low interest bonds
 (B) These bonds are sold at a discounted value and on maturity face value of the bond is paid to the investors
 (C) There is no interest payout during lock-in period
 (D) None of the above
19. Financial leverage is
- (A) $\frac{EBIT}{Sales} \times 100$
 (B) $\frac{EBIT}{EBT}$
 (C) $\frac{Sales}{Fixed Assets}$
 (D) $\frac{Profit}{Sales} \times Capital$

20. Match the following
- | List-I (items / method) | List – II (used / Application) |
|---------------------------------|---------------------------------------|
| I. Rate of return method | 1. Capital budgeting |
| II. Purchase consideration | 2. Merger |
| III. Diminishing Balance Method | 3. Depreciation |
| IV. Fifo Method | 4. Stock valuation |

Code :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 1 | 3 | 2 | 4 |
| (B) | 3 | 2 | 4 | 1 |
| (C) | 1 | 2 | 3 | 4 |
| (D) | 1 | 4 | 3 | 2 |

21. Arrange the following steps of a five-stage model of the consumer buying process :
- I. Evaluation of Alternatives
 II. Need Arousal
 III. Information search
 IV. Purchase Decision
 V. Post Purchase behaviour
- Code**
- (A) IV, II, III, I, V
 (B) III, II, I, IV, V
 (C) I, II, IV, III, V
 (D) II, III, I, IV, V

22. It refers to the total number of items in the Product Mix. It is known as following.

- (A) The width of product mix
- (B) The length of product mix
- (C) The depth of product mix
- (D) The consistency of product mix

23. Given below are two statements, one labelled as Assertion (A), and the other labelled as Reason (R). State the correct answer from code given below.

Assertion (A) : Pure-click companies can be search engines, Internet service providers, commerce sites, transaction sites, content sites and enabler sites.

Reason (R) : Pure-click companies are those companies that have launched a website without any previous existence as a firm.

Code :

- (A) (A) is correct, but (R) is wrong.
- (B) Both (A) and (R) are correct.
- (C) (A) is wrong, but (R) is correct.
- (D) Both (A) and (R) are wrong.

24. Match List-I and List-II.

List – I (Characteristics of Services)	List – II (Marketing Strategy applied considering a characteristic of service)
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- | | |
|--------------------|---|
| I. Intangibility | 1. Preparing a service blue print showing each service and process in a flow chart. |
| II. Inseparability | 2. Tangibilize the intangible |
| III. Variability | 3. To train more service providers and build up client confidence. |
| IV. Perishability | 4. Use differential pricing |

Code :

- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 2 | 1 | 3 | 4 |
| (B) | 2 | 3 | 1 | 4 |
| (C) | 1 | 3 | 2 | 4 |
| (D) | 2 | 1 | 4 | 3 |

25. A diverse collection of incentive tools designed to stimulate quicker buying of a particular product or service by consumers or the trade is known as

- (A) Advertising
- (B) Personal selling
- (C) Publicity
- (D) Sales promotion

26. Which of the following departments is not directly affected by the facilities location decision ?

- (A) Production / operations
- (B) Marketing
- (C) Personnel
- (D) Finance

27. Ship building and construction of dams and bridges are typical examples of
- Fixed position layout
 - Functional layout
 - Product layout
 - Project type layout
28. If unit item cost = Rs. 10, monthly carrying charge = 3 per cent, monthly demand = 100 units and ordering cost = Rs. 20 per order, the EOQ is :
- 11.45
 - 400
 - 115.4
 - 33.3
29. In managing a project, a network is better suited than Gantt chart because
- It can be updated more easily
 - It clearly brings out the interdependencies between the different activities
 - Both (A) and (B)
 - None of the above
30. The aggregate production plan spans
- Short time horizon
 - Intermediate time horizon
 - Long time horizon
 - None of the above
31. The probability that a contractor will get a plumbing contract is $\frac{2}{3}$ and that he will get an electric contract is $\frac{4}{9}$. If the probability of his getting at least one of the two contracts is $\frac{4}{5}$, then the probability that he will get both contracts is
- 10/45
 - 8/27
 - 14/45
 - 26/45
32. If a random variable X follows Poisson distribution such that $P(X = 1) = P(X = 2)$, then the mean of the distribution is
- 1
 - 2
 - 3
 - 4
33. The value of $R_{1,23}$ lies between
- 1 and +1
 - 1 and 0.0
 - 0.0 and +1
 - 0.5 and +0.5
34. A source programme is
- a programme written in machine language
 - a programme to be translated into machine language
 - the machine language translation of a programme written in high-level language
 - none of the above

35. Processing data in groups collected over periods of time is known as
- (A) Time - sharing
 - (B) Batch processing
 - (C) Real – time processing
 - (D) Multi – processing
36. “We must forget to learn and learn forgetting” is ascribed to
- (A) Tom Peters
 - (B) Peter F. Drucker
 - (C) Abraham S. Maslow
 - (D) Garry Hamel
37. In highly competitive environment an organization to achieve sustained success should be
- (A) Better
 - (B) Bigger
 - (C) Resilient
 - (D) None of the above
38. Corporate governance is about
- (A) Crafting the strategy
 - (B) Compliance with regulatory regime
 - (C) Satisfying the stakeholders
 - (D) governing the company in the interest of government in power
39. Strategic planning is about
- (A) Strategic thinking
 - (B) Strategic programming
 - (C) Tactical Planning
 - (D) Portfolio Planning
40. If two or more companies are merged and only one of them survives while others lose their independent entity, it is referred to as
- (A) Merger
 - (B) Absorption
 - (C) Amalgamation
 - (D) Combination
41. The MSMED Act, 2006 classified enterprises broadly into
- (A) Two categories
 - (i) Manufacturing enterprises and
 - (ii) Service enterprises
 - (B) Three categories
 - (i) Micro enterprises
 - (ii) Small enterprises
 - (iii) Medium enterprises
 - (C) Four categories
 - (i) Micro enterprises
 - (ii) Small enterprises
 - (iii) Tiny enterprises
 - (iv) Medium enterprises
 - (D) Four categories
 - (i) Tiny enterprises
 - (ii) Micro enterprises
 - (iii) Small business enterprises
 - (iv) Medium enterprises
42. Which sector is called as Primary Sector in India ?
- (A) Industrial sector
 - (B) Service sector
 - (C) External sector
 - (D) Agricultural sector

43. How many times the census of registered Micro, small and medium Enterprises (MSMEs) have been made by Small Industries Development Organisation (SIDO) ?
- (A) 1
(B) 2
(C) 3
(D) 4
44. EDII is situated at
- (A) New Delhi
(B) Ahmedabad
(C) Patna
(D) Kolkata
45. Industrial Policy of which year contained for the very first time a special thrust on measures for promoting and strengthening small tiny and village enterprises
- (A) 1956
(B) 1991
(C) 1948
(D) 1977
46. Members of organizations are increasingly finding themselves facing situations in which they are required to define right and wrong conduct. It is most aptly called as following
- (A) Environmental issues of ethics
(B) Social responsibilities of business
(C) Corporate governance & ethics
(D) Ethical Dilemmas of business

47. Situations in which individuals are required to define right and wrong conduct to be complied with are called as following
- (A) Ethical climate
(B) Ethical dilemmas
(C) Code of Ethics
(D) None of the above
48. Arrange the following steps of a simple ethics programme
- I. Walk the talk
II. Size up your company's current ethics
III. Train your people
IV. Solicit feedback from your employees
V. Create a code of conduct
- Code :**
- (A) V, I, IV, II, III
(B) II, V, IV, III, I
(C) II, V, III, IV, I
(D) II, IV, III, II, I
49. Who is involved in 'Shoplifting' from the following ?
- (A) Producer
(B) Seller
(C) Consumer & or a customer
(D) None of the above
50. Match List-I with List-II.
- | List – I
(Ethical Issue) | List – II
(Stakeholder affected) |
|-------------------------------------|---|
| I. Unsafe working conditions | 1. Customers |
| II. Product safety | 2. Society |
| III. Environmental Pollution | 3. Employees |
| IV. Following local laws | 4. Host Country |
- Code :**
- | | I | II | III | IV |
|-----|---|----|-----|----|
| (A) | 2 | 4 | 3 | 1 |
| (B) | 3 | 1 | 2 | 4 |
| (C) | 1 | 3 | 4 | 2 |
| (D) | 3 | 2 | 1 | 4 |